

SEP 23 1965

## CBS Confirms Talks With Allyn & Bacon, A Textbook Publisher

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Acquisition Parleys With Many  
Such Concerns Without Accord

A WALL STREET JOURNAL News Roundup

Columbia Broadcasting System, Inc., confirmed reports it is holding acquisition talks with Allyn & Bacon Inc., but a CBS spokesman said, "We've held talks with many publishing companies over an extended period of time and as yet have come to no conclusions with any of them."

Allyn & Bacon officials couldn't be reached for comment.

Allyn & Bacon is a Boston-based textbook publisher with offices in Atlanta, Chicago, Dallas, Belmont, Calif., and Rockleigh, N.J. The company also produces tapes and records for language study, maps for educational purpose and records for the "This is Music" educational series.

All three networks are known to be interested in acquiring textbook-publishing concerns, partly because that industry's highest profits are during the summer, which is television's least profitable period.

Another factor causing networks to diversify outside their industry is a Federal Communications Commission rule, allowing networks to own only five very-high-frequency television stations, the most profitable properties in broadcasting.

Radio Corp. of America, the parent company of National Broadcasting Co., and Prentice-Hall, Inc., announced last December they were holding merger talks, but said in April they couldn't agree "on a mutually satisfactory basis for concluding the transaction."

Allyn & Bacon was incorporated in 1951 and was wholly owned by Prentice-Hall, Inc. In 1957 Prentice-Hall distributed the stock to its common shareholders.

Allyn & Bacon's earnings for the fiscal year ended April 30 were \$1,422,894, or \$1.01 a share, on sales of \$14,885,802.

The company's stock is traded over the counter and was quoted yesterday by one broker as \$24.75 bid. As of April 30, the company had 1,405,817 common shares outstanding.

CBS has previously acquired two companies this year. In January, it bought Fender Musical Instrument Co., Fullerton, Calif., a maker of electric guitars, for \$13 million in cash and Sept. 8 acquired Electro Music Inc., Pasadena, Calif., a maker of loudspeaker systems for electronic organs, for an undisclosed sum.